

ABSTRACT

The Bandung City Government devised a communication strategy to address the negative consequences of Tamansari's eviction in 2019. The purpose of this research is to determine the Bandung City Government's communication strategy in dealing with the negative consequences of evicting Tamansari. This study employed a qualitative approach with a case study approach and was theoretically founded on Cangara's Communication Strategy Determination Stage. According to the study's findings, the Bandung City Government, specifically the Bandung City Government Public Relations Department, is a component that played a role in the communication strategy programme to deal with the negative issues of the 2019 Tamansari eviction. This study reveals that the Bandung City Government's communication strategy in dealing with the negative issues of Tamansari's eviction in 2019 followed the stages of the communication strategy, which are: Determination of Communicators, Setting Targets, Compiling Messages, Selection of Communication Media, and Evaluation. The Bandung City Government has succeeded in carrying out a communication strategy to deal with the negative issues of the 2019 Tamansari eviction by achieving expected results, namely, a reduction in negative issues reported by the public and the media; the construction of the Tamansari row house, which is now in its final stage and will be ready for occupancy in 2022; and regaining public trust and support, particularly from the people of Bandung.

Keywords: Communication Strategy, Bandung City Government, Negative issues